

IDAHO Adventure Guide

Grid App™ Packages: Small Business

A Grid App is a mobile app that is built by Affinity Amp and managed on the Affinity Mobile Platform for iPhone, iPad, Android and Mobile Web. There are three parts to an Affinity Grid App.

- The design and building of the app itself
- The publishing of the app in the iTunes and Google Play marketplaces
- The distribution of the app in association with The Idaho Travel Guide

Some widgets are currently under development.

- Share the Moment
- Share Itinerary



OUTFITTER/GUIDE GRID APP

\$500 DESIGN & SETUP + \$100/MO

Free Travel Guide distribution for 2012; TBD for 2013

- Standard graphic design
- Contact information
- Location Map & Business Hours if applicable
- Services Offered
- Multimedia gallery of photos hosted on Flickr and videos hosted on YouTube
- Pricing
- Offer Deck – Special offers that can also be aggregated in regional offer decks
- Itinerary Planning – Add to Affinity List or calendar
- Social Buzz – Facebook and Twitter streams
- Share the Moment – Social photo sharing with FB Fan Page included in Tag List and posted to User's FB wall
- Mobile Web and Social Presence – Mobile website, tracked QR code and social media URLs. Can be access from any desktop or mobile browser or QR code scanning app
- Mobile App Placement – Idaho Adventure Guide Tablet Edition & Smart Phone Edition
- Mobile Content Portal – View analytics, modify offers & content

B&B OPERATOR GRID APP

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